

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**Crossroads Gps/ Issue**  
 Submission Number 601 Issue 1



[nbc4.com](http://nbc4.com)

**NBC 4 / WCMH**

3165 Orientangy River Road  
 Columbus, OH 43202  
 PHONE (614) 263-4444 FAX (614) 447-9107

**Original**

|   |   |   |
|---|---|---|
| <b>Client:</b> Crossroads Gps/ Issue        | <b>Submission Cost:</b> 90100                 | <b>Campaign Ref:</b> E:120913010        |
| <b>Buyer:</b> ..                            | <b>Client/Product/Estimate:</b> 12 / 11 / 984 | <b>Sales Rep:</b> HRP Washington, DC    |
| <b>Schedule Dates:</b> 09/10/12 to 09/23/12 | <b>Weeks:</b> 2                               | <b>Order Ref:</b> 06313787              |
| <b>Est./PO Number:</b> 06313787             | <b>Contract type:</b> Political               | <b>Business Type:</b> POLITICAL         |
| <b>Associated Copies:</b> No                |   | <b>Business Category:</b> Transactional |

|                                   |                            |                                 |
|-----------------------------------|----------------------------|---------------------------------|
| <b>Product:</b> Crossroads Gps    | <b>Booking Group:</b> WCMH | <b>Key Market:</b> Columbus, OH |
| <b>Demographic:</b> (L) Household | <b>Order:</b>              |                                 |

| Ref                                   | Sales Product Details                 | Rev Type |  |  | Rate | Spot Type   |              | 09/10 | 09/17 | Total | Cost |
|---------------------------------------|---------------------------------------|----------|--|--|------|-------------|--------------|-------|-------|-------|------|
| 1                                     | M-Su 11p News<br>....F..              | 02       |  |  | 2500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 5000 |
| 2                                     | M-F 5a News<br>...F..                 | 03       |  |  | 450  | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 900  |
| 3                                     | M-F 5p News<br>...F..                 | 02       |  |  | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 3000 |
| 4                                     | M-Su 6p News<br>....F..               | 02       |  |  | 2000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 4000 |
| 5                                     | M-F 6a News<br>...F..                 | 03       |  |  | 1200 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 2400 |
| 6                                     | M-Su 630p NBC Nightly News<br>....F.. | 03       |  |  | 2300 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 4600 |
| 7                                     | M-F 7p Extra<br>....F..               | 02       |  |  | 1400 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 2800 |
| 8                                     | M-F 7a Today Show<br>....F..          | 02       |  |  | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2     | 3000 |
| 9                                     | M-Su 11p News                         | 02       |  |  | 2500 | 30<br>Comme | Nbr of Spots |       | 1     | 1     | 2500 |
| Weekly Totals: Total Spots(Ord Spots) |                                       |          |  |  |      |             |              | 11    | 43    | 54    |      |

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| <b>Est./PO Number:</b> 06313787             | <b>Contract type:</b> Political               | <b>Business Type:</b> POLITICAL         |
| <b>Associated Copies:</b> No                |   | <b>Business Category:</b> Transactional |

| Ref  | Sales Product Details  | Rev Type | Rate | Spot Type   | 09/10 | 09/17 | Total | Cost |
|--|--|----------|------|-------------|-------|-------|-------|------|
| 10   | M-F 5a News<br>M.....  | 03       | 450  | 30<br>Comme |       | 1     | 1     | 450  |
| 11   | M-F 5p News<br>M.....  | 02       | 1500 | 30<br>Comme |       | 1     | 1     | 1500 |
| 12   | M-Su 6p News<br>M.....   | 02       | 2000 | 30<br>Comme |       | 1     | 1     | 2000 |
| 13   | M-F 6a News<br>M.....  | 03       | 1200 | 30<br>Comme |       | 1     | 1     | 1200 |
| 14   | M-Su 630p NBC Nightly News<br>M.....   | 03       | 2300 | 30<br>Comme |       | 1     | 1     | 2300 |
| 15   | M-F 7p Extra<br>M.....   | 02       | 1400 | 30<br>Comme |       | 1     | 1     | 1400 |
| 16   | M-F 7a Today Show<br>M.....  | 02       | 1500 | 30<br>Comme |       | 1     | 1     | 1500 |
| 17   | M-Su 6p News<br>.....S.  | 02       | 2000 | 30<br>Comme | 1     | 1     | 2     | 4000 |
| 18   | M-Su Late News Late Run<br>MTWTFSS Isolations: W/C<br>09/10 .....S. W/C 09/17 .....S | 01       | 2500 | 30<br>Comme | 1     | 1     | 2     | 5000 |
| 19   | M-Su 6p News<br>.....S   | 02       | 2000 | 30<br>Comme |       | 1     | 2     | 4000 |
| 20   | M-Su 11p News  | 02       | 2500 | 30          |       | 1     | 1     | 2500 |
| <b>Weekly Totals:</b> Total Spots(Ord Spots) |  |          |      |             | 11    | 43    | 54    |      |

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|--|---------------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 21   | M-F 5a News<br>...T...                | 03       | 450  | 30<br>Comme | Nbr of Spots | 1     | 1     | 450  |
| 22   | M-F 5p News<br>...T...                | 02       | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1500 |
| 23   | M-Su 6p News<br>...T...               | 02       | 2000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2000 |
| 24   | M-F 6a News<br>...T...                | 03       | 1200 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1200 |
| 25   | M-Su 630p NBC Nightly News<br>...T... | 03       | 2300 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2300 |
| 26   | M-F 7p Extra<br>...T...               | 02       | 1400 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1400 |
| 27   | M-F 7a Today Show<br>...T...          | 02       | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1500 |
| 28   | M-Su 11p News<br>...T...              | 02       | 2500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2500 |
| 29   | M-F 5a News<br>...T...                | 03       | 450  | 30<br>Comme | Nbr of Spots | 1     | 1     | 450  |
| 30   | M-F 5p News<br>...T...                | 02       | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1500 |
| 31   | M-Su 6p News                          | 02       | 2000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2000 |
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|--|---------------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 32   | M-F 6a News<br>..T....                | 03       | 1200 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1200 |
| 33   | M-Su 630p NBC Nightly News<br>..T.... | 03       | 2300 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2300 |
| 34   | M-F 7p Extra<br>..T....               | 02       | 1400 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1400 |
| 35   | M-F 7a Today Show<br>..T....          | 02       | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1500 |
| 36   | M-Su 11p News<br>..W....              | 02       | 2500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2500 |
| 37   | M-F 5a News<br>..W....                | 03       | 450  | 30<br>Comme | Nbr of Spots | 1     | 1     | 450  |
| 38   | M-F 5p News<br>..W....                | 02       | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1500 |
| 39   | M-Su 6p News<br>..W....               | 02       | 2000 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2000 |
| 40   | M-F 6a News<br>..W....                | 03       | 1200 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1200 |
| 41   | M-Su 630p NBC Nightly News<br>..W.... | 03       | 2300 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2300 |
| 42   | M-F 7p Extra<br>..W....               | 02       | 1400 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1400 |
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| Buyer:             | ...                   | Client/Product/Estimate: | 12 /1 /984 | Sales Rep:         | HRP Washington, DC |
| Schedule Dates:    | 09/10/12 to 09/23/12  | Weeks:                   | 2          | Order Ref:         | 06313787           |
| Est./PO Number:    | 06313787              | Contract type:           | Political  | Business Type:     | POLITICAL          |
| Associated Copies: | No                    |                          |            | Business Category: | Transactional      |

| Ref                                   | Sales Product Details | Rev Type | Rate | Spot Type | 09/10        | 09/17 | Total | Cost |
|---------------------------------------|-----------------------|----------|------|-----------|--------------|-------|-------|------|
| 43                                    | M-F 7a Today Show     | 02       | 1500 | 30        | Nbr of Spots | 1     | 1     | 1500 |
| WV                                    |                       |          |      | Comme     |              |       |       |      |
| Weekly Totals: Total Spots(Ord Spots) |                       |          |      |           | 11           | 43    | 54    |      |

| Grand Totals |        |       |                  |
|--------------|--------|-------|------------------|
|              | Totals | 09/10 | Month 9 Weeks: 5 |
| Spills       | 54     |       | 11               |
| Cost         | 90100  | 19350 | 707              |

|                      |          |
|----------------------|----------|
| <b>Grand Totals:</b> |          |
| <b>Spots:</b>        |          |
| <b>Gross Total:</b>  | 90,100.0 |
| <b>Commission:</b>   | 13,515.0 |
| <b>Net Total:</b>    | 76,585.0 |